



# ACCELERATE – LESSON 1 – INTRODUCTION & STRATEGISING YOUR DIGITAL MARKETING CAMPAIGN

*On completion of this lesson you should be able to:*

- *Understand what to do if you feel overwhelmed, frustrated or confused (need support) at any time during this program*
- *Understand the key processes required when planning towards a digital marketing campaign*
- *Know what the business model canvas is*
- *Understand the concept of target personas and have developed some of your own*
- *Clearly identified the objectives for your digital marketing campaign*

Welcome to the first lesson in the Accelerate program!

As you know, our Accelerate program has come about due to popular demand after many students who have already completed our 12 week [Get Up To Speed program](#) said they wanted more!

It is also designed for those who are already at an advanced level of digital skills.

It is important to note that if at any time you are feeling overwhelmed, confused or frustrated, please don't forget you can access the incredible team of mentors who are available to assist you on your journey.

Similarly you are welcome to post questions in the private Facebook group, where you may find other participants from this program, past participants from other programs, or trainers or mentors may respond. If you know the answer or have an opinion on anything posted in this group, please participate too!

To ensure you have no skills gaps that will prevent you from successfully completing a module or the entire program, we will provide you with options throughout the modules to access online modules. We are giving you access to two of these modules at no additional charge, because they are core

knowledge, and not having this knowledge may prevent you from successfully completing the program.

Those modules are:

- [Your Online Toolbox – Start this module now](#) – BONUS MODULE (PDF DOWNLOAD ONLY)!
- [Cloud Computing – Start this module now](#) – ADDITIONAL CHARGES APPLY!

We highly recommend you complete these modules before going on to Week 2.

To support you in this program, we also encourage you to surround yourself with a team – this could be your staff or other industry specialists – that you can delegate to concerning areas that are outside of your ability and available time. There is a lot to do to get a marketing campaign up and running, and it doesn't have to be you and only you that does each and every task. Don't be afraid to ask for help!

Similarly, some of you may find the program too easy in parts, as you may already have some of the suggestions we provide in place or be very familiar with them.

Regardless, it is a worthwhile exercise to review the current status of each of the items we outline to make sure you have established it the same as we recommend, and that you may get some ideas on new tools you can try or gain insights or updates to things you are already familiar with.

To check you are progressing successfully through the course content, we will give you small quizzes throughout the program to test that you are capturing key concepts.

### **Asking for help**

There will be situations during this program, or when running your online business, where you may need help. Whilst you have access to mentors and the Private Facebook group as part of this program for support, sometimes it can be advantageous to pay someone to assist you to solve your problem rather than enduring the issue or spending un-necessary time on the issue yourself when you may not have the necessary expertise.

If you do reach out for help, providing the following details to the IT consultant, web developer, Internet Service Provider or similar could assist to resolve the problem more quickly:

- How long have you been experiencing the problem?
- What error message are you experiencing (take a screen shot of this where possible)

- What activity were you performing or trying to perform when the issue arose?
- What browser are you currently using? (if the task is being performed on an internet browser)

## **Getting training**

We understand that for one reason or another, you may at times feel out of your depth and need training in addition to the training you will receive as part of the program. But don't despair; there are options to upgrade your knowledge if you or your staff requires assistance. And just think, if you improve your skills, imagine the increased productivity you'll enjoy!

If you feel you or your staff could do with some general computer training (i.e. training in Microsoft Word, Powerpoint, Excel) go to <http://training.gov.au/Training/Details/BSBITU101A> and click on the link 'Find RTOs approved to deliver this unit' which lists a range of Registered Training Organisations throughout Australia who offer basic computer training courses.

If you feel you would like some live, hands on and interactive training on topics related to online success, please note that The Creative Collective runs half day and full day sessions all over Australia & NZ on a regular basis. See a list of upcoming trainings here: <http://www.thecreativecollective.com.au/events>.

## **Getting ready to run a marketing campaign**

It's exciting to get started on a marketing campaign, but the reality is, there is a lot of planning and research strategy work to do before we get into the tactical activities (but don't worry – we will!)

Everything filters down from the top, so the first thing you need to know as a digital marketer is the thinking process you need to go through in planning your digital marketing campaign. So first things first:

### **1. VISION**

What is your overall vision for your organisation or whatever it is you are doing in business? Sometimes it can be useful to ask yourself (or the client) why you started this business/created the flagship product. What is your 'Why'? Why do you do this every day? EXAMPLE:

*To become recognised as a leading provider of digital skills in Asia Pacific with a collective of some of the industry's leading digital skills trainers.*

### **2. STRATEGY**

What are you trying to do in business and how are you trying to do it? (in a nutshell).

One cool tool we use and love when it comes to business strategy, which you might find helpful too is the **Business Model Canvas**.

The business model canvas is a great way to get a snapshot of a team's current vision on their business landscape, and how they plan to reach their vision (the strategy).

The canvas can change, as marketing activities and other business activities are tested and measured, but you need to get a baseline. I first came across the Business Model Canvas when I engaged in my first Start Up Weekend as a mentor on the Gold Coast in July 2013. In case you haven't heard of them, Startup Weekend is a global brand and movement, which has now hosted over 1200 events across around 500 cities throughout the world that have created over 8,000, Startups through 100,000 highly motivated entrepreneurs.

Startup Weekends are weekend-long, hands-on experiences where entrepreneurs and aspiring entrepreneurs can find out if start-up ideas are viable. On average, half of Startup Weekend's attendees have technical or design backgrounds, the other half have business backgrounds.

Beginning with open mic pitches on Friday, attendees bring their best ideas and inspire others to join their team. Over Saturday and Sunday teams focus on customer development, validating their ideas, practicing LEAN Startup Methodologies and building a minimal viable product. On Sunday evening teams demo their prototypes and receive valuable feedback from a panel of experts.

I'd recommend anyone thinking of creating a business, or just to gain some new skills, attend one of these events to learn more about the LEAN method, ideally for a dull week and not just as a spectator on the Friday or Sunday night, though you'll still get some value out of attending either end of the event.

#### **EXERCISE:**

**Complete a Business Model Canvas for your business or a client you are thinking of preparing the digital marketing campaign by going to this link, and in the top left (if on Chrome) clicking on 'use this template': <https://drive.google.com/previewtemplate?id=102mOZQmMxs0CslmNsPZ5KCNQwAlh9rh4baYgT0VWNAA&ddrp=1#>.**

### 3. DIGITAL ASSETS

It is important to identify all of the digital assets (and potentially offline ones too) you have to draw on for your digital marketing campaign, and to know their current state of affairs (in case they need updating), what the usernames

and passwords are for these and test these to ensure you can gain the necessary access. Items you may need to identify and gain access include:

1. Main website
2. Any campaign website (or will one need to be created?)
3. [Any social media](#) profiles ([LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#), etc.)
4. Any social media pages
5. Any social media groups
6. Any directory listings or other online presences

You can also consider if there are any established hashtags you could leverage from (or create) for the purposes of the campaign. Many digital marketing campaigns include a hashtag these days.

## **WHAT IS A HASHTAG?**

A word or phrase preceded by a hash sign (#), hashtags are used on social media sites Instagram, Facebook, G+ & Twitter, to identify messages on a specific topic. For instance the hashtag #edtech is popularly used to reference posts on education / technology items.

## **4. TARGET MARKET**

A key part of effective marketing is understanding your customers, knowing their needs and behaviours, and aligning those with the business vision & strategy. It also requires you to not presume anything, but rather to seek constant feedback, and measure the results, being guided by what your customers are telling you they want.

In short, you need to get to know your customers really well!

## **INTRODUCING TARGET PERSONAS**

A persona is a narrative that describes the person your product/service will be used by.

Target personas are great for documenting your assumptions about the customer or target persona, so that you can validate whether your assumptions are true or not through research, and shifting your mindset away from "business models" and product focus, and into what is known as 'user-centered thinking'. User-centred thinking means considering how the customer thinks, behaves and will interact with your digital marketing campaign and product/service/business/event.

It is also important to get the rest of your team, or your client's team, to go through this exercise, as perceptions of who your customers or personas are, may be quite different within an organisation. They may also have changed over time, so it is worth revisiting them.

It also helps your marketing become less generic, and more targeted, as well as more human.

A well developed 'persona' will include information like behaviour patterns, needs, attitudes, beliefs, skills, environment and the sequence of events that will take place from them discovering your product/service/business/event to engaging in it and what the lifecycle of the customer may be too.

We particularly like giving that persona a name, and really thinking about their problems or what 'keeps them up at night' as good marketing is really about solving problems. Understanding their problems and then offering them a solution.

Here's an example:

'Baby Boomer Barb' frequently attends BYO laptop sessions of The Training Collective. If she were to talk to us about who she is and why she comes to our sessions, here's what she might say:

*"I'm in my 50s and I do the books/admin/marketing for our home based/small business while my husband is out and about being the landscape gardener/osteopath/jet ski driver.*

*My kids have grown up and I don't like to ask them for help. I know I need to improve my skills when it comes to computers and technology so I can do more myself. Things are moving so fast and I find it all so overwhelming. I don't have a lot of time between the business, running the household and having a family but I know I need to find the time or our business will suffer. We need to move into the modern business world!*

*We don't have a website/do have a website that we paid someone to make, but that was a while ago and it doesn't really work for us. I don't know how to update it, and when I ask our web developer/marketing company it costs us a lot of money. I'd like to find out how to look after the website myself and what else we could be doing online to provide us with sales/leads/enquiries.*

*I've got a Facebook business page/thinking about getting one but other than that I don't do a lot with social media and wonder if we should be. Business has been really tough in recent years and we really need to improve our situation. We want to retire in the next few years too.*

*I prefer learning in person and in a group format as long as it isn't too big. The trainer needs to be very patient with me, but I will get there in the end."*

TARGET PERSONA: Baby Boomer Barb

WHAT KEEPS HER UP AT NIGHT/WHAT PROBLEMS DOES SHE HAVE:

Business has been really tough in recent years and we really need to improve our situation / getting updates to her website costs a lot and she can't really afford it / needs to generate more leads/enquiries.

THE SOLUTION: BYO Laptop training which is small group training and provided in person.

*EXERCISE: Give your buyer persona/s a name and write a similar paragraph or two on who they are, what keeps them up at night and what they are looking for in relation to your product/service/event. Discuss with your team the common types of clients, perhaps your ideal clients, and how they would describe the commonalities between them. Describe the basics: age, job, family, hobbies and interests. Consider where do they live? What's it like? Give them a name and picture them in your mind – you may even like to draw them to really connect with them. Describe their typical day (focus on behaviour patterns relevant to your value proposition/product.) List common questions, tasks, or frustrations they have. Who do they interact with most when completing tasks? Describe their attitudes and beliefs. Add a few details, such as working environment, frustrations, relationships with others, skill level. List out four or five needs that this person has and explain how your product/business/service/event solves these problems.*

### **Supporting resources:**

- [Persona Cheat Sheet](#)
- <http://personapp.io/> - Personapp allows you to *create* and *share* quick, lightweight personas using a *simple* lean framework

### **HELIX PERSONAS**

Another way of looking at the people you are marketing to is via Helix Personas. Roy Morgan Research, a leading research firm in Australia designed Helix Personas to provide profiling of Australian consumers across a variety of attributes.

Some say the attributes that have been included in creating Helix Personas have been selected as the most predictive and defining consumer attributes.

View this link and read a a run down of the 10 categories of helix personas, which breakdown into several sub categories: Read more about <http://www.helixpersonas.com.au/browse>.

EXERCISE: Consider of these helix personas, which persona are you? Which persona/s are your customers?

### **WHAT ARE YOUR CAMPAIGN GOALS/OBJECTIVES?**

Knowing your vision, mission and business strategy and target market/personas well, now consider **what are you hoping to achieve out of your digital marketing campaign?**

This is a VERY important step when dealing with clients as the campaign objectives defined before commencement are likely going to be a way to

measure how successful the campaign has been!

Consider whether your objectives are realistic and work on them to become more specific and realistic.

'Get more leads' for example is not specific enough and will not be measurable. Exactly what kinds of leads are desirable? Exactly how many would it be ideal for you to get over what period? Don't be afraid to keep probing – this process may take some time and may need to be revisited if you are not getting a satisfactory outcome.

Also note that standard business objectives do not always translate digitally – which is why you have to dig down and go beyond these in a digital sense.

So for example lets choose 'increase sales' – if you want to translate that into a coherent digital goal – it would look something like:

- increase the conversion rate on my website
- reduce cart abandonments on my checkout process
- increase average order size

Once you know what your main goals or objectives for the campaign are, then you can define what your main Key Performance Indicators are which map on to these Digital Goals.

These will often be a combination of:

- Financial metrics – Whether you are gunning for sales as part of the campaign
- Marketing metrics – Whether you are gunning for an increased database for the campaign?
- Conversion metrics – Whether you are gunning for leads/enquiries/client acquisition as part of the campaign?
- Web metrics – Whether you are gunning for increased website traffic, longer site time, more page views etc as part of the campaign?
- Social metrics – Whether you are gunning for an increased online community, more engagement, more people 'talking about' or sharing your messages i.e. the viral effect.

## **EXERCISE:**

**Access this Digital Marketing excel template and familiarise yourself with it. We will be going through this during the first webinar.**

**Start to complete any tabs you are confident in completing with your digital marketing campaign in mind.**

**Aspects you may like to start having read this lesson include:**

**1. CAMPAIGN GOALS & TRACKING**

**2. TARGET PERSONAS & MESSAGING**

**3. CAMPAIGN ASSETS**

**If you don't feel comfortable in doing this yet, don't worry, we'll cover off more of this on the webinar this Wednesday.**